

LinkedInGrad

careers for freshers

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Background

We are here to discuss expansion of LinkedIn services to recent college graduates to recommend best jobs by matching their skills and preferences.

LinkedInGrad-careers for freshers
A new feature of LinkedIn



Background

- Around 200 million students graduate every year all over the world and this number will reach 300 million by 2030.

U.S

- In **U.S** 4 million students graduate every year, 43% of them are underemployed and 4% are unemployed.

India

- More than 15% of world students graduate in India alone every year which is around and only 26% i.e 1 among 4 of these is hired by companies.
- 70% of new graduates enrolled for reskilling.

Business Case

Initial Focus

Key problems faced by freshers finding their first job :

- Lack work experience leading to gap between academic skills and practical job requirements
- Poor interview and negotiation skills.
- Lack of clear career direction
- Poor self-branding.



Opportunity

- LinkedInGrad feature will help expand LinkedIn's vision of creating economic opportunity for every member of the global workforce , by extending its job market offerings to recent college graduates.
- Acquisition of user in this new market will be relatively easy leveraging LinkedIn's already well established platform for job recommendation.

• **Total Addressable Market:**

200 M graduates every year X \$ 96 (annually \$8 x 12) =

\$19.2B.

Opportunity

• Serviceable Addressable Market(India):

As more than 15% of world students graduate from India, this will be a good starting market and then we will expand worldwide.

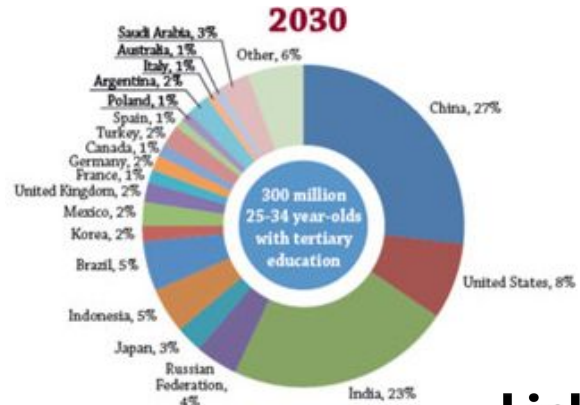
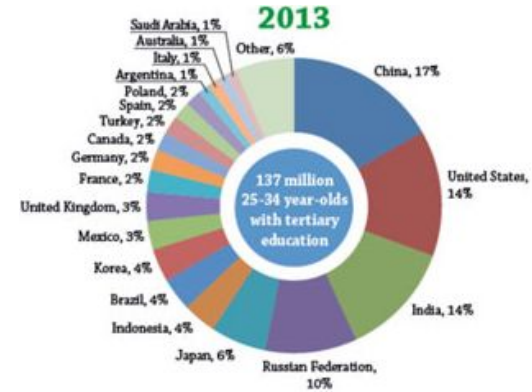
SAM= 65 M X 96 (\$8 x 12) ~ **\$ 6.2 B**

• Serviceable Obtainable Market :

Initial focus is at least 5% i.e 3.25 M graduates with at least 20% conversion rate.

SOM = 0.325M [0.325 M x \$ 8]

~ **\$ 2.6 M** for first year of launch.



Proposal

- LinkedInGrad, an additional feature within LinkedIn App that is targeted for recent graduates (age 20-30) to help them kick start their career by recommending the best jobs based on their skills and preferences.

Premium features:



Online video courses



College2Campus online training



Direct messaging to recruiters



Instant access to salary insights



Who's Viewed Your Profile



Applicant Insights

Return On Investment

Key cost :

1. Building the feature inside LinkedIn app

(cost in \$)

	Cost per hr	Time(days)	No. of resources	Total Cost
Android dev	25	120	3	72K
iOS dev	25	120	3	72K
QA/Testing	25	60	2	19.2K
Other project resources	12	60	5	28.8K

Total = \$ 192K

Time = 180 days or 6 months

Return On Investment

2. Content cost:

Content for training services : One time pay to instructors of \$5 per enrollment per course

Content for learning platform : One time pay to instructors of \$5 per enrollment per course

- Time : 6 months (producing + licensing ready courses)
- 6 months of marketing and prelaunch

Total Time for project = 12 months

Return On Investment

Calculating ROI:

Year	User base(millions)	Conversion rate	Premium members	Market penetration(\$ millions)
1(Prelaunch)	0	0	0	0
2	3.25	6	0.195	1.56
3	6.5	8	0.52	4.16
4	13	10	1.3	10.4

Premium membership charges :

3 month package : **\$ 10 / month** 6 month package : **\$ 8 / month**

Annual package : **\$6 / month**

Major cost is \$192 K and considering other cost like marketing , ads etc the break even is achieved around 12 months of launch

Measurement

Business KPI's

- Average revenue per user (APRU)
- Conversion rate
- Churn rate

Product KPI's

- Average weekly active users
- Average users hired per week
- Average no. of course completed per user

Quality KPI's

- Average no. times user reports an issue per week

Dev KPI's

- On time Delivery
- Outages per month

Measurement

Expected results for metrics:

- Average revenue per user (APRU) : \$ 8 / year
- Conversion rate : >25 % of SOM
- Churn rate : <5 % of SOM



Competitors

Freshersworld



Product offering

- Website
- App

Key features

- Job listing -MNC's and Govt Jobs
- Online courses , interview and aptitude preparation test.

Differentiators

- Mock interviews and expert resume building.
- Abroad study services
- Corporate Employability Assessment Test(CEAT)

Target Customers

- College freshers

Price points

- Rs 699 (\$10) for 3 months or 999(\$14) for 6 months

Product offering

- Website
- Professional network app

Key features

- Skill based job recommendation.
- Personal and professional skill training

Differentiators

- Boost your visibility
- Know personality profile, strengths and areas you can develop
- Premium customer service

Target Customers

- Primarily german-speaking market but has worldwide presence

Price points

- \$ 10.95 a month for 3 months
- \$ 9.45 / month for annual subscription

OTHER FACTS:

Freshersworld:

- Revenue: \$1.6 M in 2018
- Market penetration: 4.5 M registered users, college presence in 100+ cities

XING :

- Revenue: \$ 288M in 2018
- Market penetration: 16 M users and 880,000 premium members worldwide

Our Advantages

- LinkedIn is leading professional network with millions of recruiters and having 760M users worldwide. Thus we have network effect and below unique selling points:

- **College2Campus platform**

Reduce skill gap by providing exclusive online training courses on soft skills, teamwork, work ethics, interview and negotiation skills

- **Online learning courses**

Exclusive courses for freshers to learn basic to intermediate skills to start or transition to their preferred job role.

- **Build strong self-brand**

Earn badges and stand out from crowd

- **Curated Job**

AI based proprietary algorithm for curated job recommendation exclusively for freshers

Roadmap and Vision

Roadmap Pillars

- LinkedInGrad's vision is ***"to be the world's best career platform for freshers"***.

Themes:

1. Powerful Recommendation
2. Trusted Recruitment

Powerful Recommendation

Goal is to build a powerful algorithm to recommend the best jobs to recent graduates based on their skills, personality and preferences.

Key Features:

1. User takes an initial *test* which analyzes skill gaps , interests and proficiency.
2. A *detailed report* of test recommending skills needed based on user interests.
3. High quality *training and learning content* to provide them practical industry relevant skills.

Powerful Recommendation

4. LinkedIn mentors conduct *mock interviews* and provide *resume feedback* to make users job ready.
5. Using *machine learning* to recommend the best fit jobs and understand latest market-needed skills and advancements.

Trusted Recruitment

- Partner with companies and third parties to make LinkedInGrad the best platform for recruiting freshers

Key Features:

1. Analyze the job descriptions , skills and provide *best recommendations*.
2. *Application tracker ,automatic messages, collaboration tools* and filter based on candidate interests, activity etc.
3. Special *online courses* for talent managers
4. Partner with *colleges, universities* and other third parties.

Where do we go from here?

- Build an MVP and successfully execute it for the target market.
- Build and launch the LinkedInGrad feature.
- Create powerful marketing campaigns to encourage graduates to sign up for LinkedInGrad.
- Expand the offering to China, US and Russia which have largest recent graduates.

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THANK YOU